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California Broadcasters Association
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Fair Political Practices Commission
428 J Street, Suite 620
Sacramento, CA 95814

Dear Task Force Members:

The California Broadcasters Association (CBA) is the trade group representing the over 1000 radio and television stations in the state. We are concerned the 12/13/2010 Tentative Proposals released today call for an increase in disclosures in political advertising. Without a recommendation to allow the Commission to waive or authorize the placement of disclosures outside the advertisement, this will have a dramatic impact on California radio stations.

The CBA advised the Task Force in our letter of November 18th that we agreed with their Aim #2: "Disclaimer rules should reflect the First Amendment and practical limitations on the amount of space disclaimers can take up on political committee ads." The Commission has already recognized that disclaimers must be sensitive to reasonable guidelines for space and can be placed outside the advertisement. We ask the Task Force to recommend the same consideration be given to time constraints.

As the CBA indicated previously, current disclosures can now require up to 50% of a 30-second radio spot. If we try to add more lengthy spoken disclosures like a web site address or a ballot number identification, we are moving towards an entire ad. When the list of disclosures becomes longer than the political message, it is clearly no longer feasible to use that medium (8.B. in the Tentative Proposals).

It was appropriate to ask all media to place disclosures inside an ad when they took up little time and space. That is no longer the case. We ask that you formally recognize that all media must be treated fairly given their unique qualities.

Sincerely,

Stan Statham
President/CEO